

the orange way of finding logistics solutions

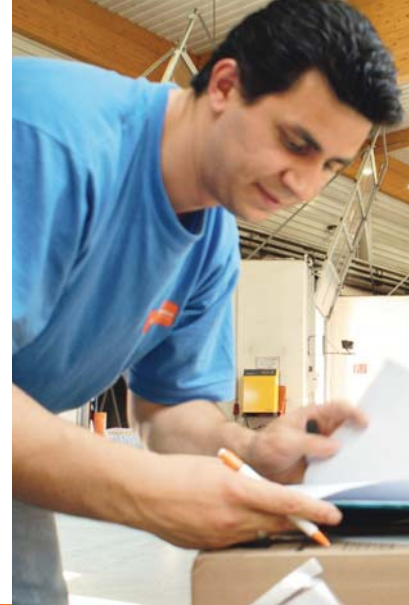
Two hubs for all of Europe

How almost 700 dealers in 15 European countries are provided with their goods and information rapidly and smoothly by bundling goods and information.

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With over 42,000 employees and almost 700 locations in 15 countries, the customer belongs to the leading retail groups in Europe. The company development is characterised by rapid growth, expanded fields of business and new procurement and sales markets. The company is based in Germany and the customer is serviced by the Gebrüder Weiss Branch at Hall in Tyrol.



How 700 dealers in 15 countries are provided with their goods smoothly

Initial situation

For requirements that cannot be fulfilled with standard processes, the customers needed a trouble shooter – an extremely flexible partner with rapid reaction times. The order volume was 250–350 truckloads of technical devices per annum. Apart from quick supply to all dealers in Europe, monitoring of the entire transport chain from production through to delivery was required. This included additional services such as interim warehousing, volume and damage checking at pallet level, seamless reporting of procedures and proactive dealing in the case of variations.

Solution

Hall in Tyrol and Barcelona: It is via these two central distribution depots that European distribution is carried out, with which devices are taken over as groupage transports and unloaded. All procurement and distribution data flow together at the transshipment point at Hall in Tyrol. Depending upon the orders from retail dealers, the entire goods are prepared here and all loading lists and transport orders prepared. It is via these two depots that the goods are sorted by recipient and loaded to full pallet level, supplied with transport labels and delivery notes, notified to the dealer and delivered on pallets sorted by article. The customer can now inform himself online at any time about the storage and transport status of his goods. Where required, Gebrüder Weiss also manages the import formalities, palleting/foil sealing of the goods and loading onto part pallets.



Benefits for the customer

- > ***On the basis of existing modules, a tailor-made flexible and practical solution was generated that is in the position of distributing 50,000 – 70,000 technical devices all over Europe within a week.***
- > ***At the transshipment point in Hall, the goods are loaded by customer. In this way, the logistics process steps for the further transshipment points are mini-mised and costs are avoided.***
- > ***Apart from the goods, the information is also bundled. This saves administrative costs, allows consolidated billing and ensures that the customer has a single contact partner for all issues and countries.***

Lessons learned

Sorting out weak points

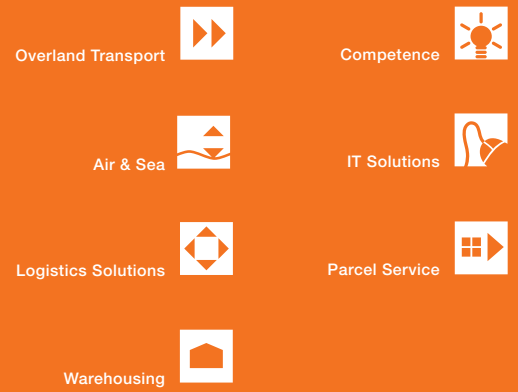
- > In the past, the customer always had problems with the notification of the goods. By generating, looking after and maintaining its own contact list, Gebrüder Weiss was able to clearly improve the notification process and consequently enhance customer satisfaction.
- > Order number, purchasing number, shop number: the customer provides various data material on separate lists. Because these lists are not automatically synchronised, Gebrüder Weiss adjusts the data for the customer.

Open optimisation potential

- > A new forklift device was procured for this customer that reduces the unloading time per truck by almost 75% – from five men over three hours to two men over two hours.

More offered than expected

- > When was which pallet with which number delivered to which dealer? In case there were late deliveries or acceptance refusals: what were the reasons?



The procedure

A supplier transports the goods from the city of Manisa in Western Anatolia as a consolidated shipment every four weeks to both European Gebrüder Weiss hubs: by truck to Hall in Tyrol and by seafreight to Barcelona. From these two depots, Gebrüder Weiss distributes the goods within just one week to all locations throughout Europe. All transports are routed via the transshipment point at Hall in Tyrol, where all information runs together. In order to be prepared for growing markets in Eastern Europe, a further distribution depot in Budapest was planned in advance.

